



Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.7848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

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Memorandum

TO: BATA Oversight Committee

DATE: February 27, 2013

FR: Executive Director

W. I. 1251

RE: Bay Bridge Opening Events

On February 27, 2013, the Bay Area Toll Authority took action to authorize the Executive Director or his designee to negotiate and enter into a sole source contract with Hartmann Studios in an amount not to exceed \$5.6 million to provide the transportation, operations and public safety services necessary to execute the Opening Celebration Plan for the new Bay Bridge East Span. This commitment of public funds is conditional on a successful negotiation of a revenue sharing agreement with our non-profit partner, the Bay Bridge Alliance.

As part of this action the Authority requested staff to present options to this committee with respect to establishing a participation fee for the public Bridge Walk event scheduled for Monday, Sept. 2, 2013; and to address potential affordability concerns related to such a fee. The purpose of any such fee would be to enable the Authority to recover a portion of the public costs for transportation, operations and public safety services during various Opening Celebration events scheduled for Labor Day weekend.

Staff will present more information on these options at the March 6, 2013 meeting of this committee.



Steve Heminger